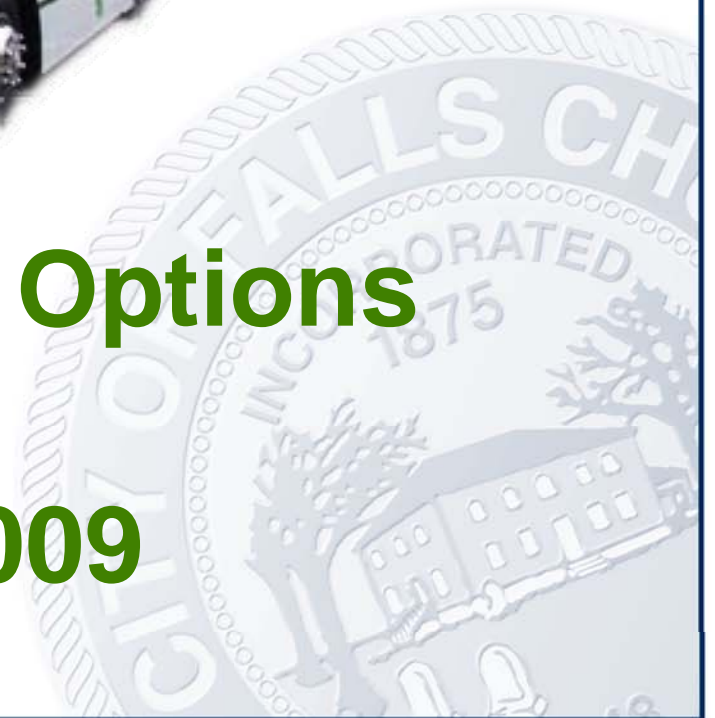




GEORGE Service Options

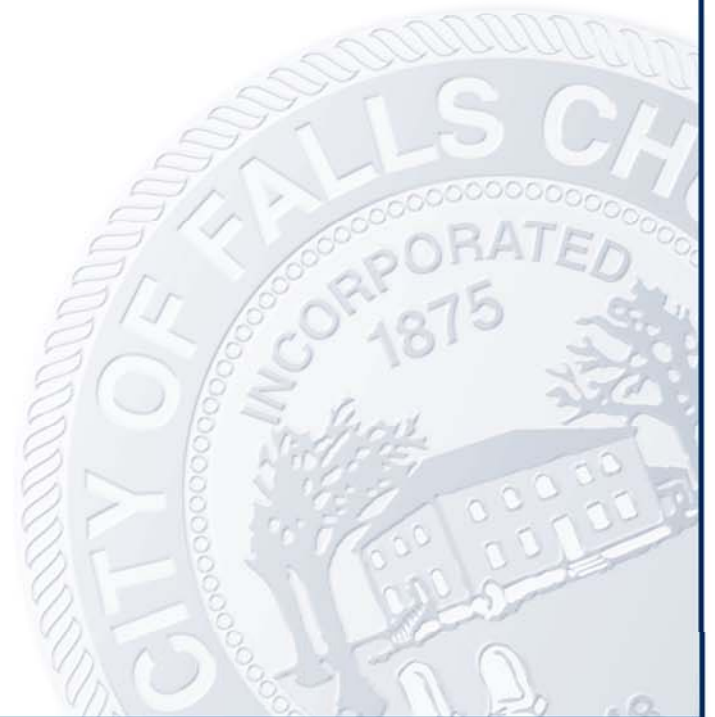
FY 2010

March 19, 2009



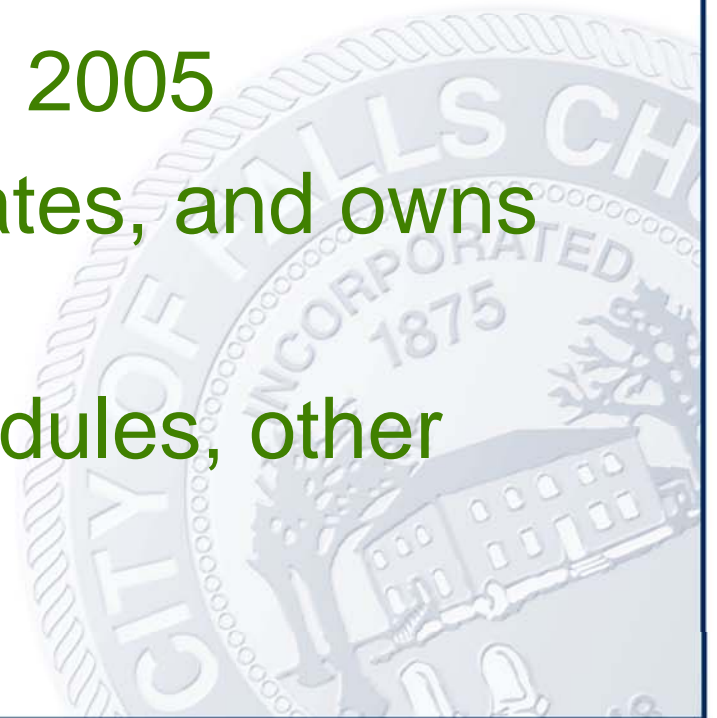
Presentation Overview

- Introduction and History
- Years in Review
 - Ridership
 - Cost
- The Year Ahead
 - Options
- Discussion



Introduction and History

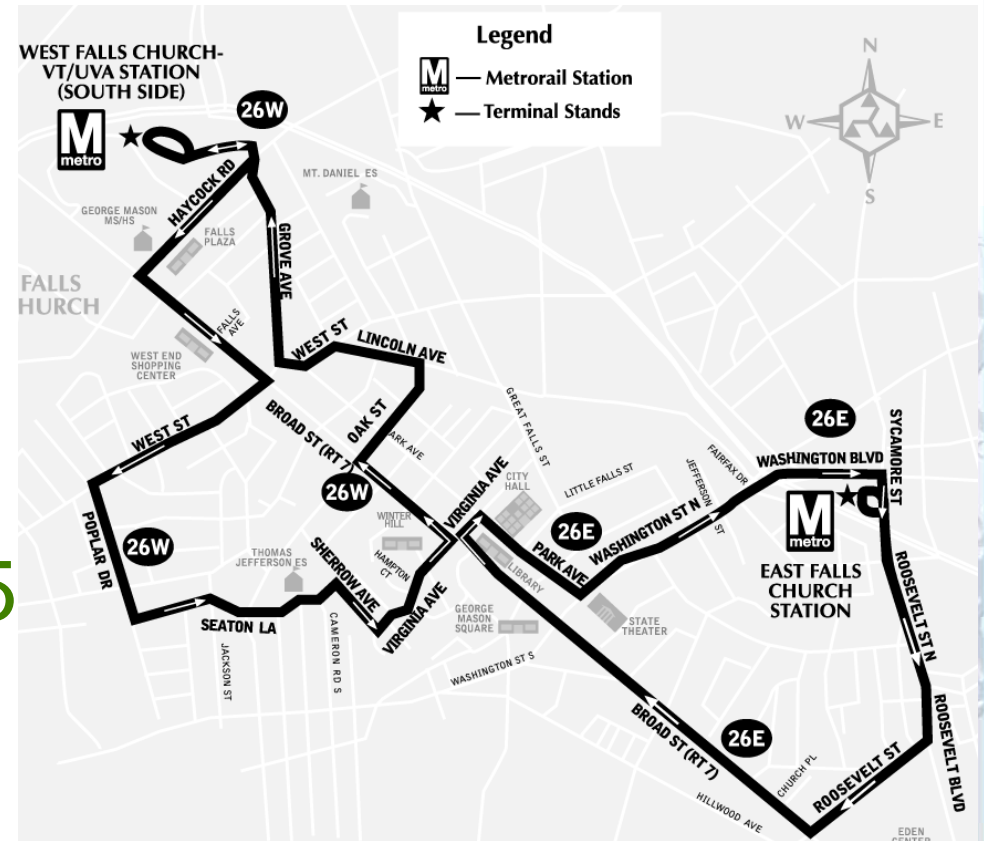
- Service began December, 2002
- Began as grant-funded demonstration project
- City assumed full costs in 2005
- WMATA maintains, operates, and owns buses
- City controls routes, schedules, other operational issues



Routes and Schedules

Rush Hour - 26 E and W

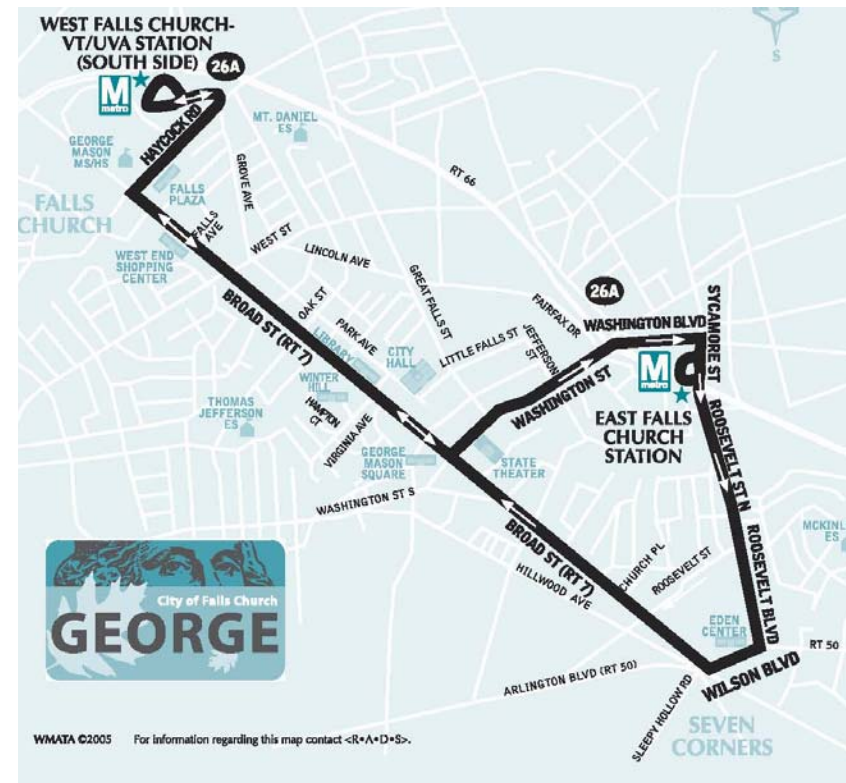
- Weekdays only
 - 6 am to 9:40 am
 - Morning Loop
 - 4 pm to 7:45 pm
 - Evening Loop
- Bus comes every 25 minutes.



Route and Schedule

Off-Peak – 26 A

- Off peak week-day
– 10 am to 4 pm
- Bus comes every
45 minutes



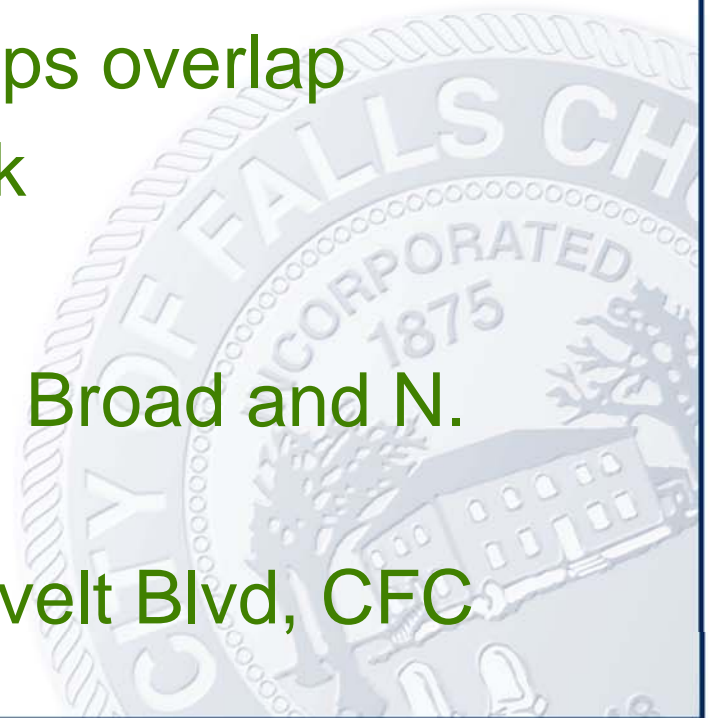
Bus Routes Serving the City

- MetroBus 2 A,B,C,G
 - North and South Washington Street
 - 5 AM to Midnight
 - 25 to 60 minute headways; stops overlap
 - 15 minute wait for bus at peak
- MetroBus 3 A,B
 - West Broad Street, N. Washington Street
 - 6 AM to Midnight
 - 45 to 60 min headways

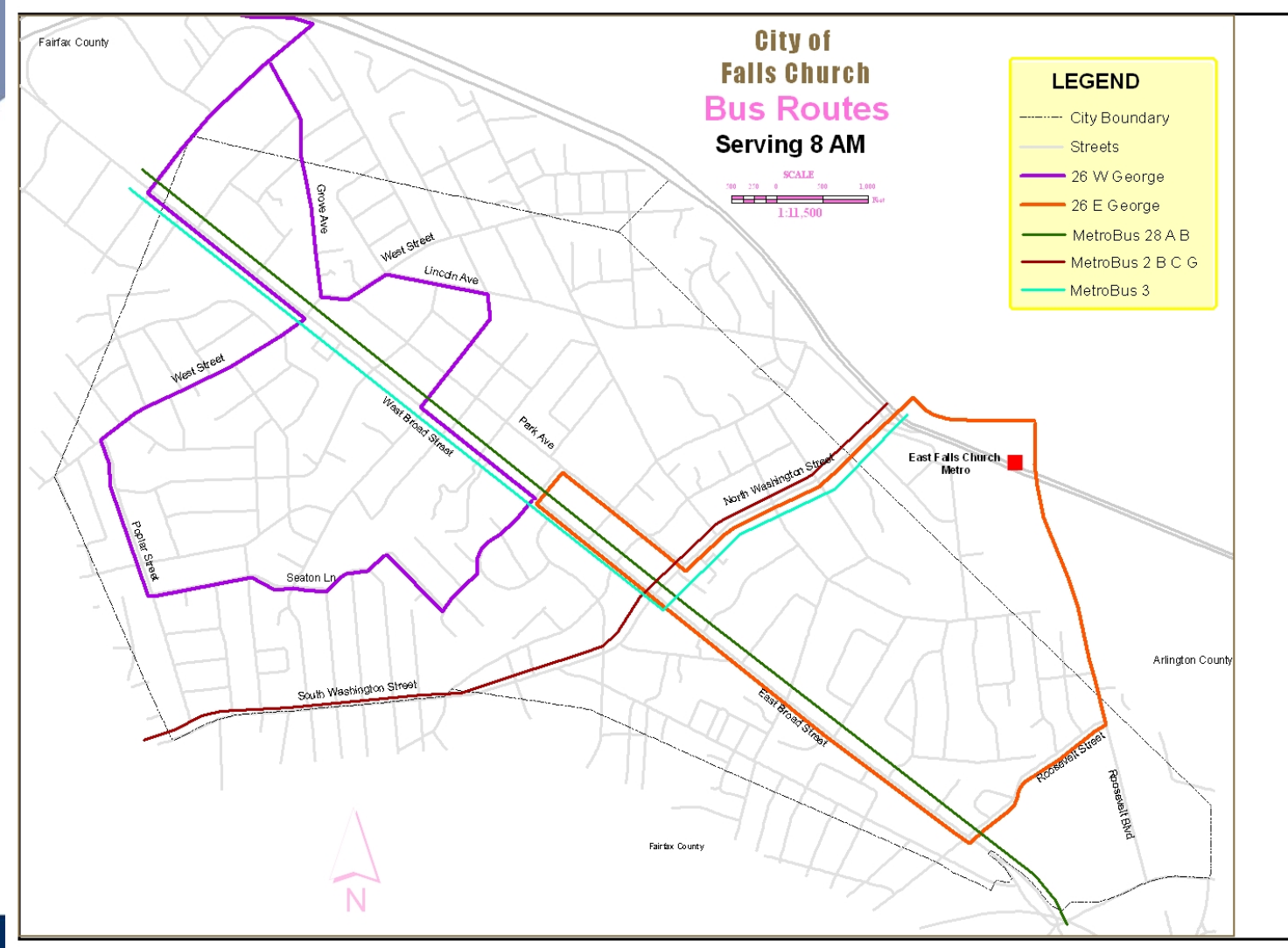


Bus Routes Serving the City

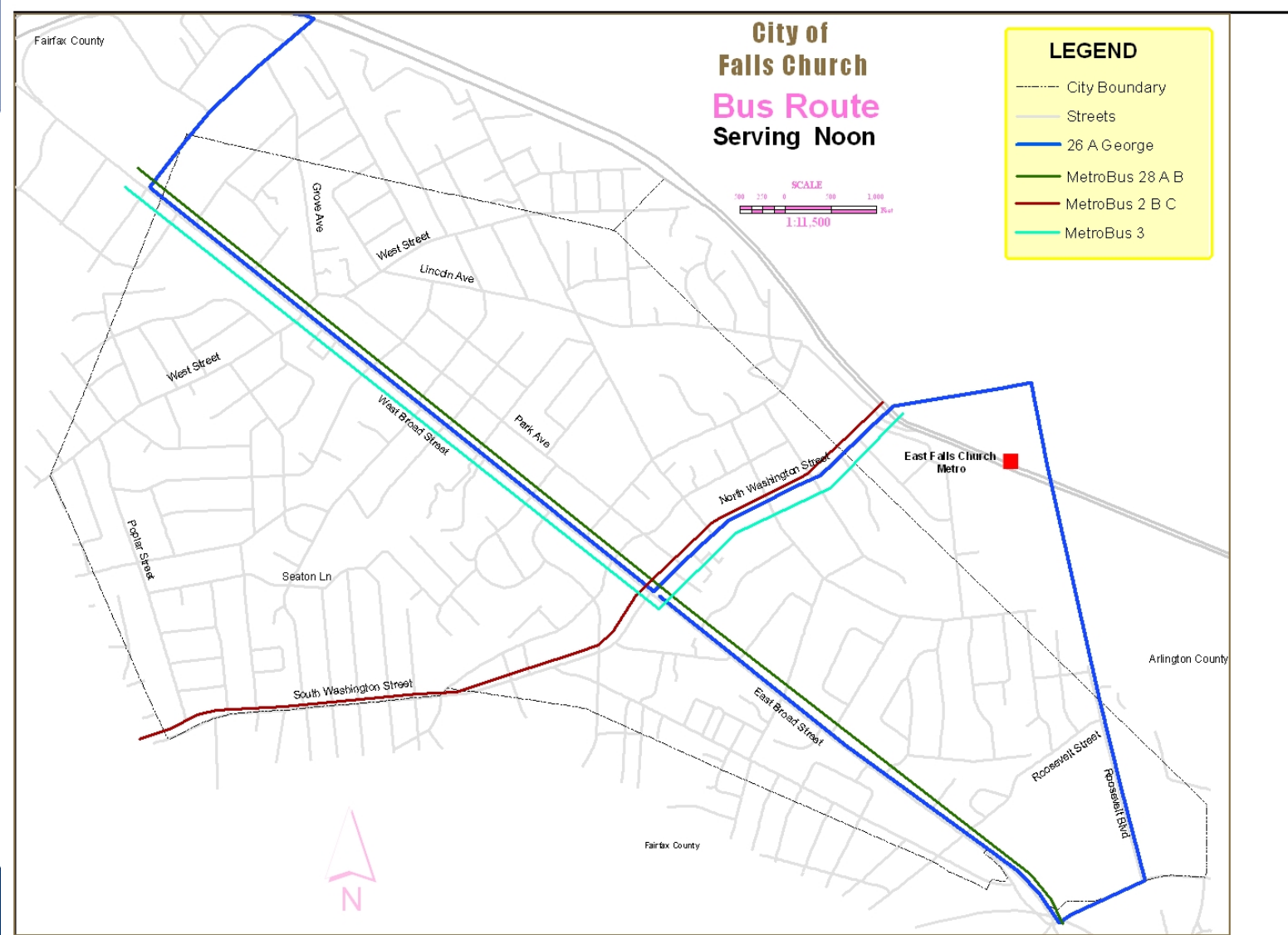
- MetroBus 28 A, B
 - West and East Broad Street (Route 7)
 - 6 AM to 11 PM
 - 35 to 60 min headways; stops overlap
 - 20 to 30 minute wait at peak
- GEORGE 26 A,E,W
 - Overlap with MetroBus - W. Broad and N. Washington Streets
 - Only routes to serve Roosevelt Blvd, CFC residential neighborhoods



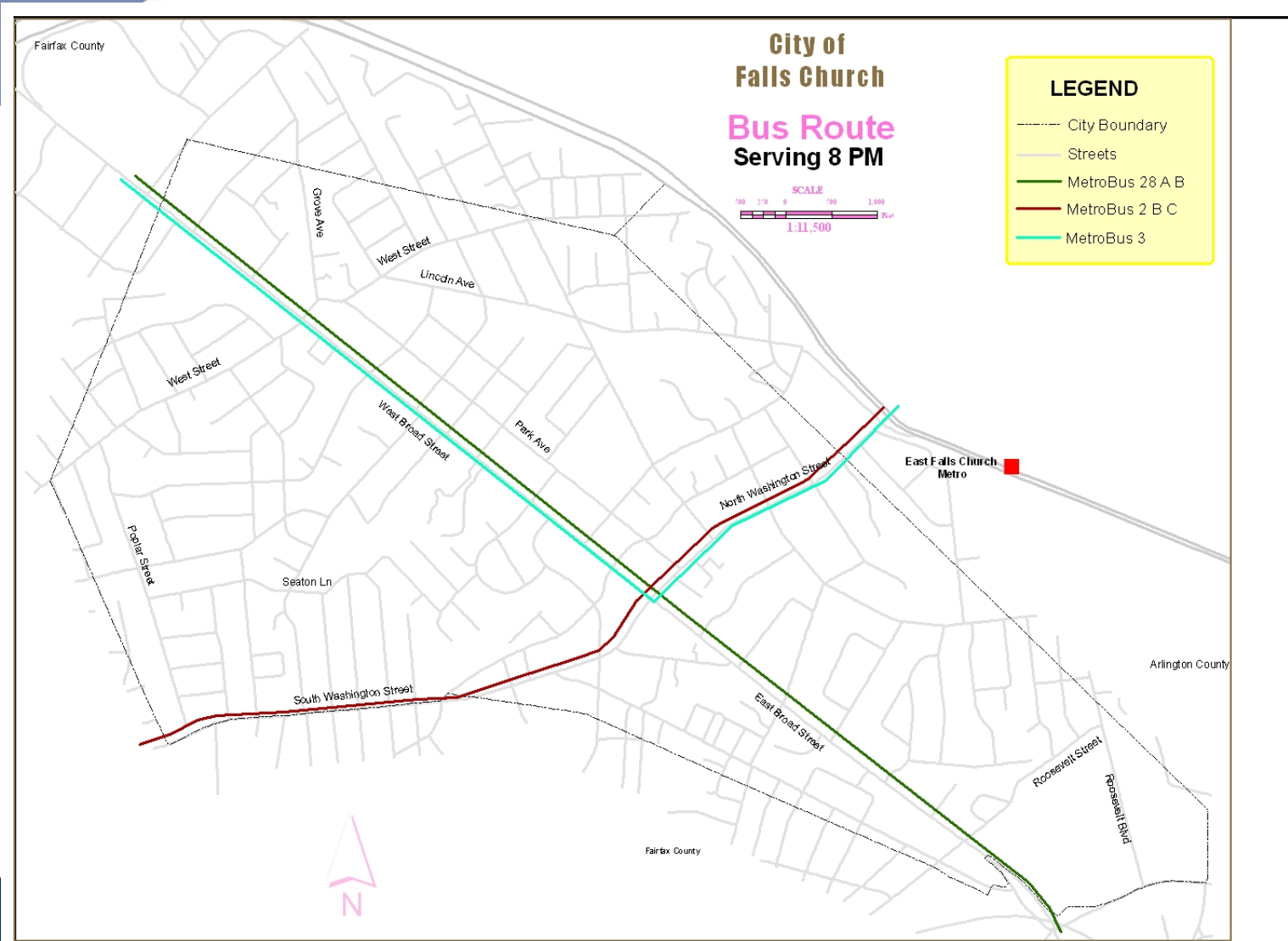
Bus Routes Serving the City – AM and PM Peak



Bus Routes Serving the City – Mid Day

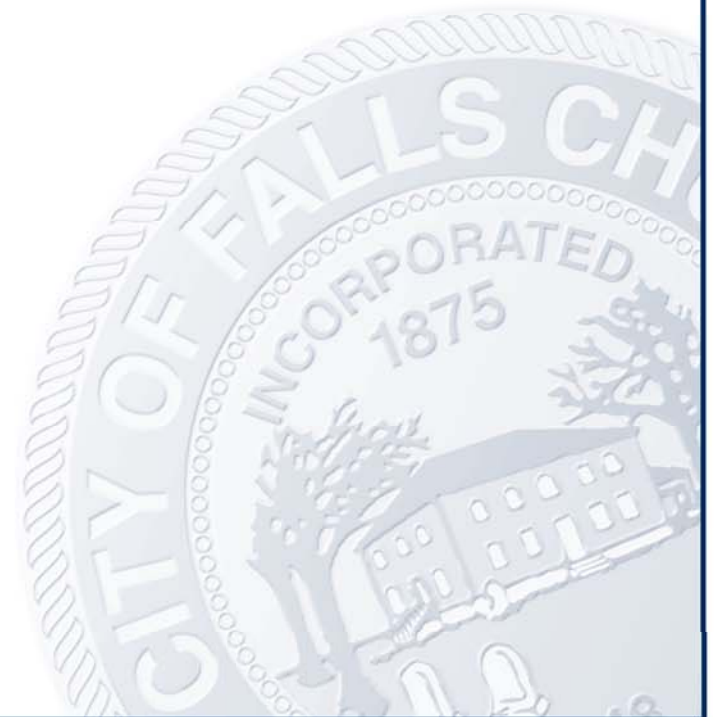


Bus Routes Serving the City – 8 PM



Organization

- Introduction
- Years in Review
 - Ridership
 - Cost
- The Year Ahead
 - Options
- Discussion



GEORGE Annual Ridership

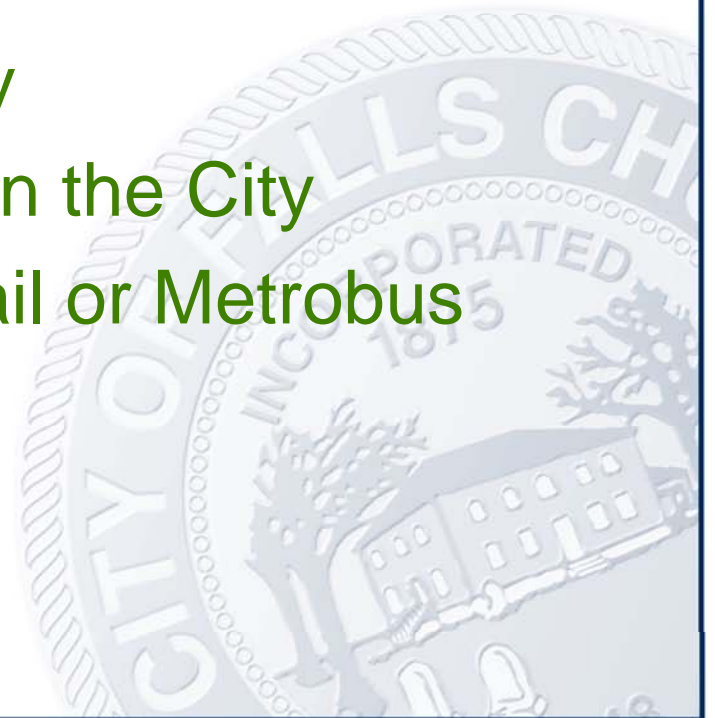
FY 2004	68,773
FY 2005*	65,954
FY 2006	75,478
FY 2007	69,491
FY 2008	70,911

*** Weekend and late evening service discontinued**



GEORGE Ridership

- High passenger satisfaction (2004 survey)
 - 309 Respondents
 - Completed November, 2004
- 66% of passengers ride daily
- 66% of passengers live within the City
- 99% transfer to/from Metrorail or Metrobus
- 50% have a car available



GEORGE Cost

- WMATA Platform Hour Cost

- FY 2004 - \$64
- FY 2005 - \$69
- FY 2006 - \$74
- FY 2007 - \$77
- FY 2008 - \$80
- FY 2009 - \$102
- FY 2010 - \$99

This fee covers:

- Personnel (drivers)
- Maintenance
- Fuel, Tires, Insurance

- Current - 23.5 hours/day of service

- Going Forward - 25 hours/day

- Bus facility moving to Four Mile Run Garage

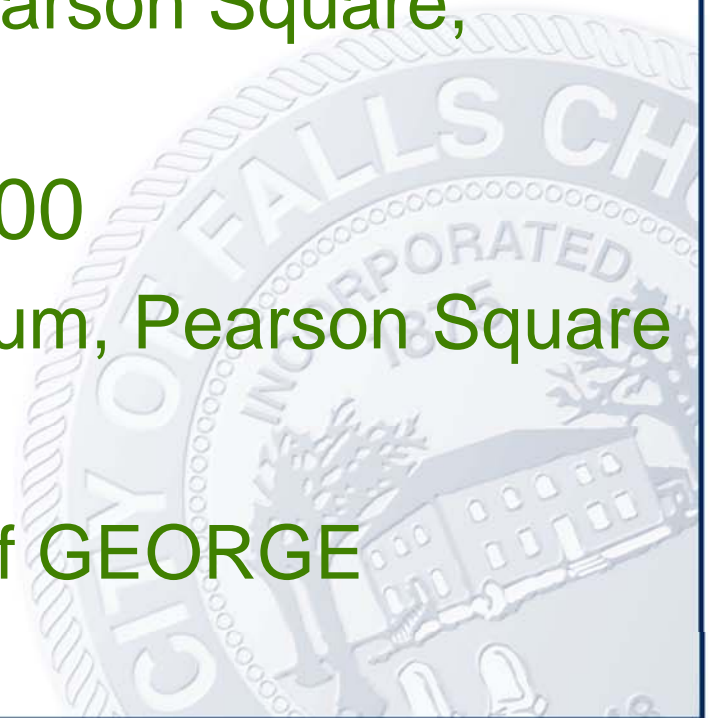
FY 2010 Estimated Cost

- Gross Cost of \$635,000
- Fare Revenue of \$18,000
- Developer Contributions of \$20,000

Net Cost to City ~ \$600,000
City Subsidy Per Trip ~ \$8.00

GEORGE Developer Proffers

- Total Developer Commitments: \$180,000
 - Spread over 5 years
 - Includes Read, Spectrum, Pearson Square, Northgate, City Center
- Amount Paid to Date: \$46,000
 - Payments from Read, Spectrum, Pearson Square
- \$156,000 remaining
 - Lost revenue over 3-7 years if GEORGE discontinued



Cost Comparison - N. Va Localities

- City of Fairfax (CUE):
 - Total System Cost: \$3.0 M
 - Tax payer support: \$1.2 M
 - Annual Trips: 1 Million
 - **City Subsidy per trip: \$1.20**
- City of Alexandria (DASH):
 - Total System Cost: \$10.6 M
 - Tax Payer support: \$7.6 M
 - Annual Trips: 3.9 Million
 - **City Subsidy per trip: \$1.94**



Cost Comparison - N. Va Localities

- Arlington County (ART):
 - Total System Cost: \$3.6 M
 - Tax payer support: \$2.5 M
 - Annual Trips: 1.2 Million
 - **County Subsidy Per Trip: \$2.08**



Cost Comparison -Nationwide Peers

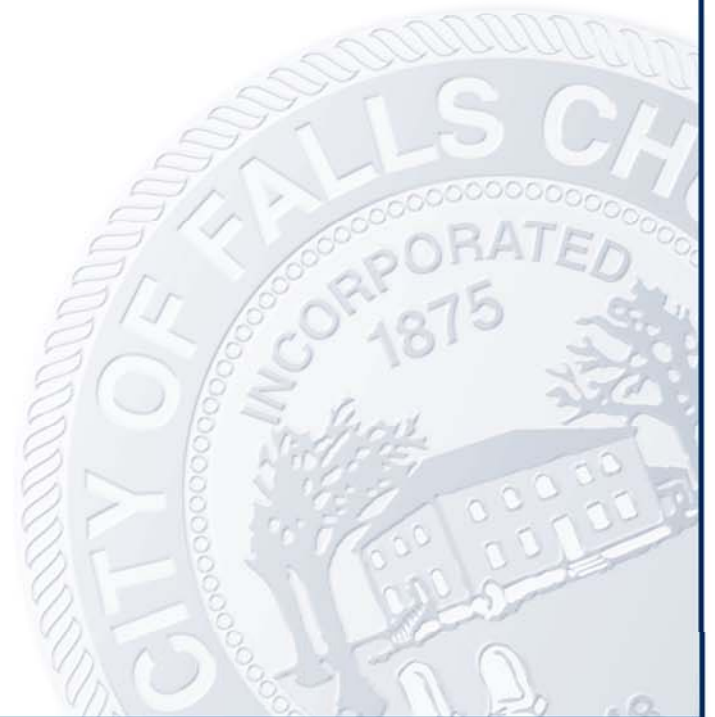
- GEORGE Cost
~\$8.00 per trip
- Nationwide Peer Comparison shows GEORGE costs in line with some other small services
- Peer = small shuttle service in town center areas

Peer Data 2007	Riders per Hour	Operating Cost per Rider
CARTA Electric Shuttle, Chattanooga, TN	32	\$1.30
DASH, Grand Rapids, MI	20	\$2.08
The Woodlands Trolley, The Woodlands, TX	5.4	\$5.40
DASH, Charleston, SC	9	\$6.20
Tri-Rail SFEC Express, Davie, FL	6.5	\$6.03
TMC Circulator, Houston, TX	11-13	\$7.70
GEORGE, Falls Church, VA	10	\$7.86
Spirit Trolleys, Oklahoma City	5.5	\$10.99

Source: TTI, 2007

Organization

- Introduction
- The Year in Review
 - Ridership
 - Cost
- The Year Ahead
 - Options
- Discussion



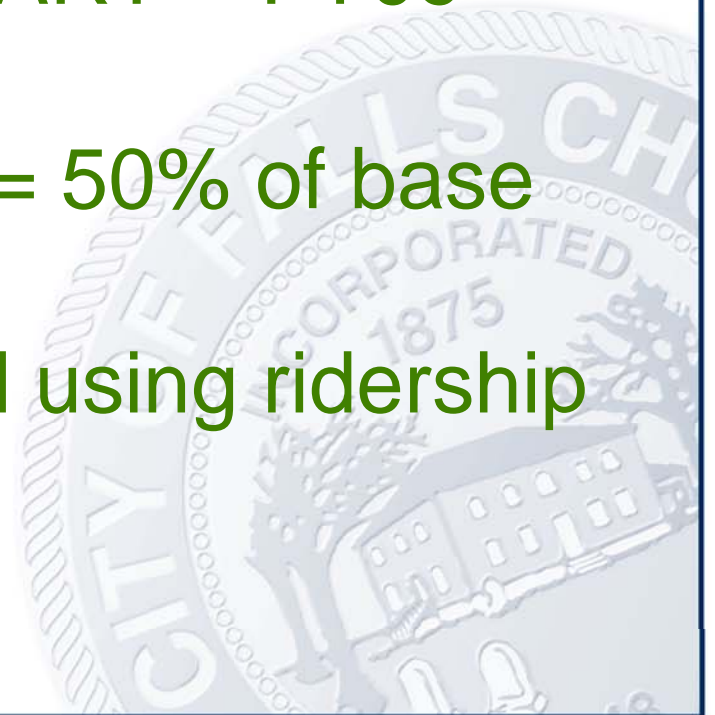
Options

1. No change to services
2. Keep Operator (WMATA) and make route and/or fare changes
3. Team with ART
4. Team with ART and make route and/or fare changes
5. Eliminate GEORGE service
6. Eliminate GEORGE, support transit / multimodal alternatives



Cost Estimate Assumptions

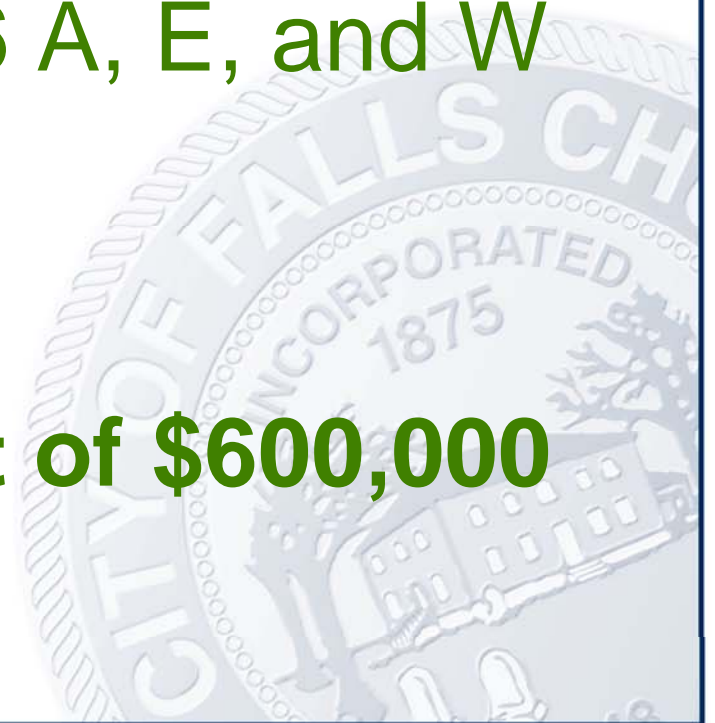
1. Same platform hours for WMATA or ART (garages both located at 4MR)
2. FY 2010 billing rate for ART = FY09 rate + 5%
3. Fare revenue received = 50% of base fare
4. Fare revenue estimated using ridership of ~70,000 year



Option 1 – No Change to Services

- Keep WMATA as Operator
- Keep all three routes 26 A, E, and W
- Keep fare at \$0.50

Estimated FY 2010 Cost of \$600,000



Option 2 – Keep Operator and Make Route and/or Fare Changes

- Keep WMATA as Operator
- Eliminate One Route (26A)
- Raise Fare from \$0.50 to \$1.25

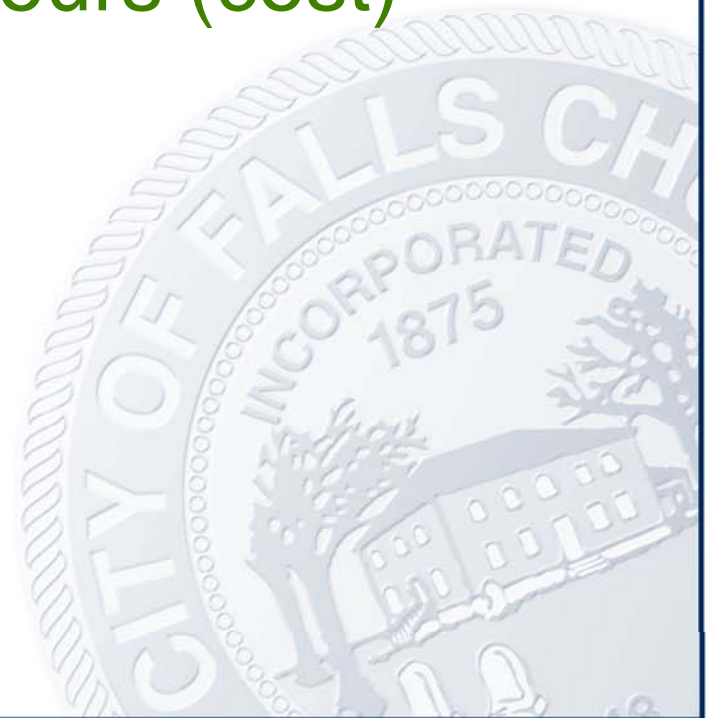
Estimated FY 2010 Cost

\$425,000 (eliminate 26A, no fare change)

\$405,000 (eliminate 26A, increase fare)

26A Route – Off peak Service

- The 26 A Route accounts for:
 - 27% of the platform hours (cost)
 - 21% of riders



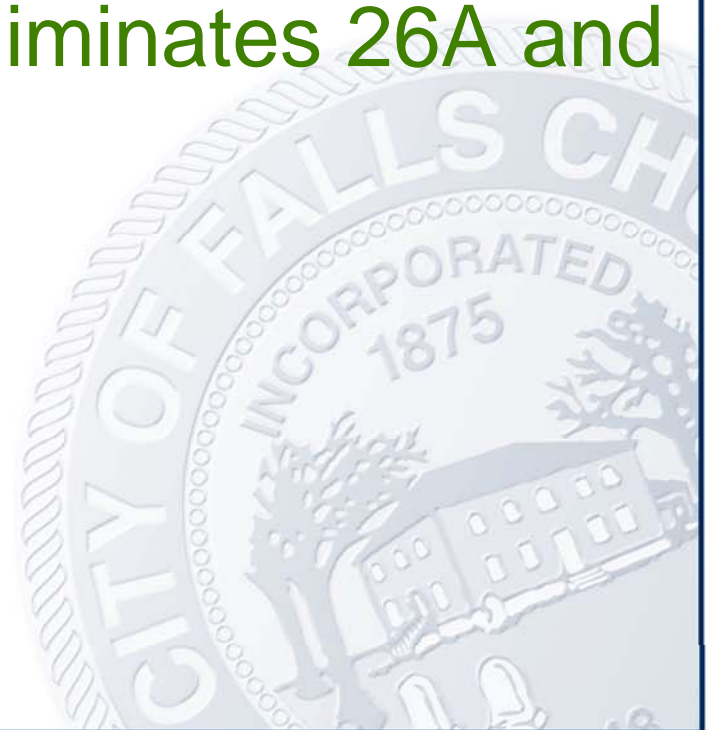
Option 3 – Team with ART

- Arlington County RFP with City of Falls Church (GEORGE) as option
- ART operated by independent Operator
- ART FY 09 costs were ~ 17% lower than GEORGE costs.
- Potential for lower cost with ART operator



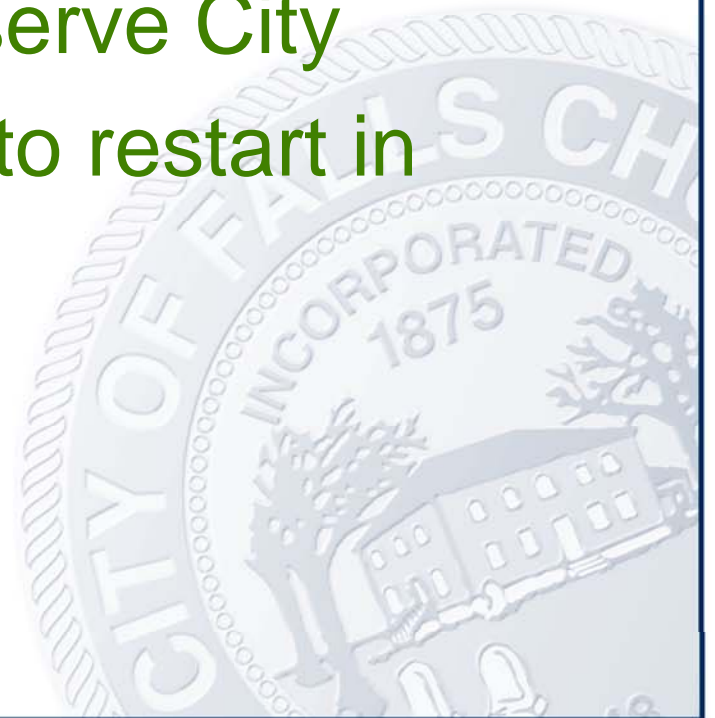
Option 4 – Team with ART AND Make Route and/Or Fare Changes

- Potential lower cost with ART operator
- Additional savings if City eliminates 26A and increases fares
- Potential for ridership loss



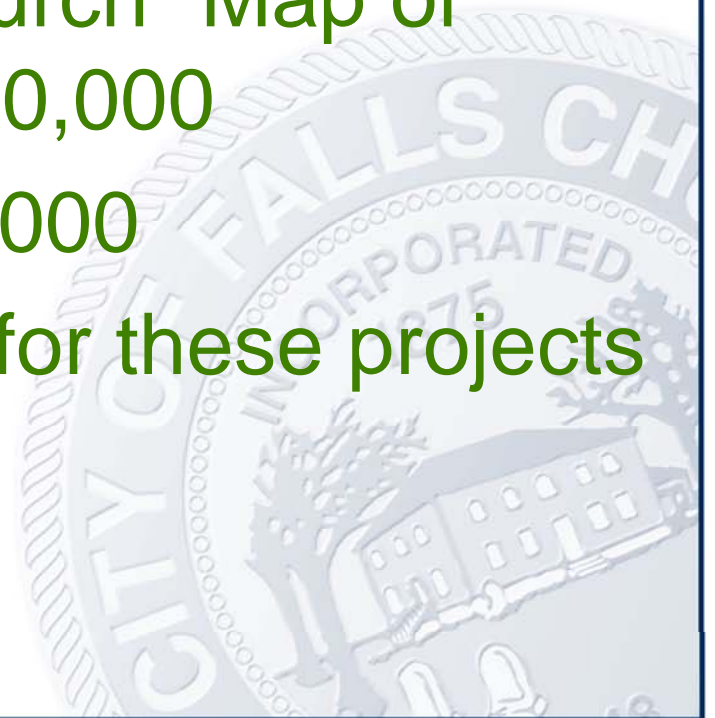
Option 5 – Eliminate GEORGE Service

- City will lose independent bus service
- MetroBus will continue to serve City
- GEORGE service unlikely to restart in coming years



Option 6 – Eliminate GEORGE and Support Transit / Multimodal Options

- Develop “Around Falls Church” Map of Transit, Trails, Parking: \$30,000
- Install Bus Shelters: \$250,000
- Stimulus funds requested for these projects



OPTIONS SUMMARY

Estimated FY
2010 City Cost

No Change - Keep Operator, Routes, Fares	\$600,000
Keep WMATA, Eliminate 26A	\$425,000
Keep WMATA, Eliminate 26A, Raise Fare	\$405,000
ART Operator, Keep Routes, Fares	\$540,000
ART Operator, Eliminate 26A	\$380,000
ART Operator, Eliminate 26A, Raise Fare	\$360,000
Eliminate GEORGE Service	\$0
Eliminate GEORGE Service, Support Transit / Multimodal Alternatives	\$0 - \$280,000

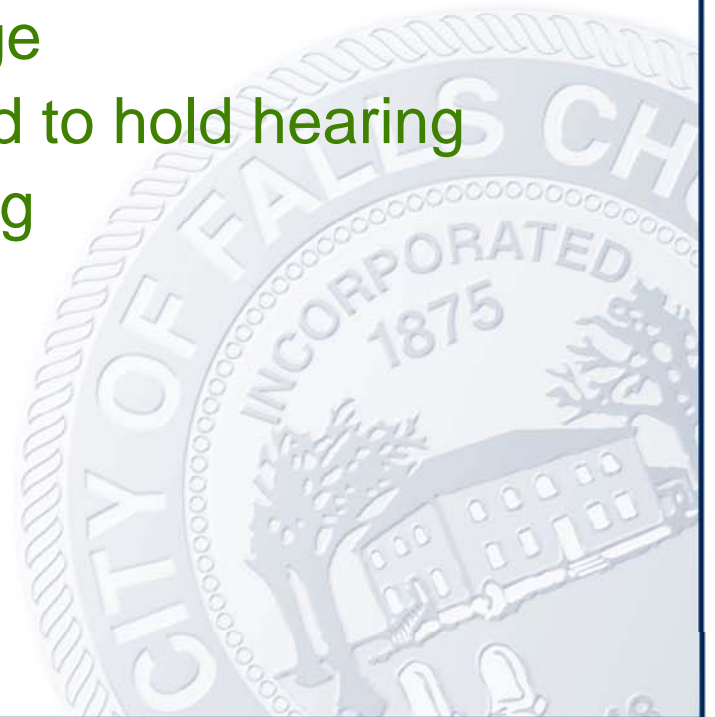
A Final Thought

- FY2010 could be considered “bridge” year to develop full spectrum of alternatives
- Evaluate other service options
 - Smaller buses
 - Varied or Flexible Routes
 - New Operator



Schedule

- Reviewing RFPs for ART/GEORGE service.
- Possible elimination or reduction of WMATA service requires:
 - Letter from City requesting change
 - Authorization from WMATA Board to hold hearing
 - Advertised WMATA public hearing
 - Approval by WMATA Board



Organization

- Introduction
- The Year in Review
 - Ridership
 - Cost
- The Year Ahead
 - Operational Issues
 - Process for evaluating Route Changes
- Discussion

